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NOV 12 1924 ✓

Title Page.

✓ "POOR BUTTERFLY" ✓ ✓

A Photoplay in 2 reels. ✓

Author of Photoplay Sultan Comedies Inc. ✓ U S A.

11/9/24

PRESS SHEET

MERMAID COMEDIES

Ruth Hiatt in **"POOR BUTTERFLY"**



Supervised by Jack White



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

884

RUTH HIATT IN FIRST STARRING ROLE CREATES NOVEL CHARACTER

Prize Winning Beauty Hides Charms Under Rustic Garb in "Poor Butterfly"

"Poor Butterfly" presents Ruth Hiatt, the pretty little leading lady who has graced Hamilton and Mermaid Comedies with her beauty for the last two years, in her first stellar role.

Miss Hiatt has created a comedy character in "Poor Butterfly" that is unique. Possessing beauty that has won her many prizes in contests, she appears as a simple country girl, with her hair combed tightly back. The old fashioned clothes, braids and hat of remote vintage, coupled with the wide-eyed baby stare, have produced an effective laugh-getting combination.

Surrounding Miss Hiatt in her first starring picture is an exceptionally good cast. Jay Belasco, formerly with Christie Comedies, plays opposite Miss Hiatt: Jack Ackroyd, Peggy O'Neill, Otto Fries, Wm. Dwyer and Louise Carver are also in the cast.

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The Story

Ruth is a poor but honest country girl, with a poor but honest lover.

One day a stranger comes into her life. He is Reginald Van Winkle and he's as nutty as a peanut bar. He does nothing for a living and chases butterflies as a pastime.

While touring the country looking for his winged bugs, he crashes through the barn of Ruth's Uncle. Uncle pursues him with a shotgun and in the excitement, Reggie loses his trousers. He steals a pair of kid's overalls which fit him like a flapper's bathing suit and it is in this romantic garb that Ruth first sees him.

As a new love comes into her heart, Ruth can not resist the temptation to leave the farm and join her lover in the city, so putting her hair in a braid, her extra B. V. D.'s into a carpet bag and her faithful dog under her arm, she sets out for the big city alone. A note to her uncle informs him of her rash step and he, with Jack, sets out in pursuit.

In the big city Ruth meets Reggie and he asks her to wait on the corner until he can tell his mother that she is coming. The lure of the city proves too much for Ruth's dog and he leaves her. She pursues her pet and becomes hopelessly lost in the mazes of the metropolis. But the fortune of young lovers is with her and her pet mutt runs into the house of the Van Winkles and Ruth follows.

Reggie introduces Ruth as the girl of his choice just as her Uncle and abandoned sweetheart appear on the scene. Uncle emphasizes his remarks with a gun and Reggie and Ruth take the air. They meet a parson and the knot is tied just two minutes ahead of sudden death from Uncle's gun. When uncle sees that the city feller has no evil designs on his Ruth, he relents and forgives the young couple.



RUTH
HIATT
IN
EDUCATIONAL
MERMAID
COMEDIES

For Electro Order No. 3425-E
For Mat (Free) Order No. 3425-M

WHAT OTHERS SAY About Recent Mermaid Comedies

"Family Life (Educational-Mermaid) This comedy of house hunters and campers is without doubt one of the funniest pictures released in a long time."

Graham, Texas.
(From Moving Picture World)

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WHO'S WHO
in

"Poor Butterfly"

Ruth.....RUTH HIATT
Her Uncle.....Wm. Dwyer
Reggie Van Winkle Jay Belasco
Jack.....Jack Ackroyd
The Iceman.....Otto Fries
Miss Margerine.....Peggy O'Neill

Supervised by Jack White

EXPLOITATION

Mermaid Comedies have made a name for themselves, both with exhibitors and patrons, for their consistent quality and laughter-creating abilities. They are popular wherever shown. The Mermaid name has become a valuable asset to exhibitors, for it stands for the fastest and funniest comedies on the market today.

Your patrons are familiar with the Mermaid name through the recollection of the side-splitting comedies they have seen before at your theatre and through the national advertising in the Saturday Evening Post. The Mermaid name on posters and lobby display is a valuable business getter.

Take advantage of this valuable asset by using posters, lobby display cards and slides liberally. Their cost is very small compared with the results they bring. By using them you are advertising your entire program and bringing an additional attraction to the notice of your patrons. By neglecting to take advantage of this advertising you are deliberately overlooking a profitable percentage of your possible patronage.

PARAGRAPHS For Your Program

"Poor Butterfly"—A rib-cracking Mermaid Comedy with Ruth Hiatt in her first starring role. A comedy that you'll enjoy.

* * *

Added attraction—The new Educational-Mermaid Comedy, "Poor Butterfly," with pretty Ruth Hiatt starred. It's two reels of fun.

* * *

In addition to the feature—one of those fast and funny Educational-Mermaid Comedies, "Poor Butterfly." A half-hour of laughter guaranteed.

* * *

Two reels of delightful comedy with pretty Ruth Hiatt in her first starring role, "Poor Butterfly," a Mermaid Comedy with a thousand laughs.

RUTH HIATT IN STELLAR PART A COMEDY HIT

Mermaid Beauty Makes Good as Star in "Poor Butterfly"

(Newspaper review for use after showing of picture)

Ruth Hiatt, who has been seen as leading lady in Educational-Mermaid Comedies in support of Lige Conley and other stars on the Educational program, was given her starring opportunity recently and the gratifying results were seen last night at the Theatre in the Educational-Mermaid Comedy, "Poor Butterfly."

Miss Hiatt, who is a real beauty, was cast as a country girl in long braids and a comedy rural costume. Her beauty dimmed by the make-up, she was forced to rely on her ability, and the results show that brains and talent are combined with beauty in the person of this young star.

"Poor Butterfly," although a fast-action comedy of the well-known Mermaid type, has a clever story, or rather a clever burlesque of an old story. Miss Hiatt, the country girl, meets the handsome lover from the city, and leaving her rustic home and rural sweetheart, goes to the big city with her high-bred lover. A furious uncle and the deserted sweetheart follow, providing the fast action to the comedy.

A big cast surrounds the star. Jay Belasco, formerly with Christie Comedies, has a leading role. Others in the cast are Otto Fries, Peg O'Neill, Wm. Dwyer, Jack Lloyd, Jack Ackroyd and Louise Carver.

OLD MELODRAMA IS BURLESQUED

(Newspaper review for use after showing of picture)

"Poor Butterfly," the Educational-Mermaid Comedy now playing at the Theatre, is a clever burlesque of the old time stage and film melodrama of the country girl who goes to the city to join her handsome lover.

Jack White, the young comedy director-producer, has taken this old time theme and by injecting numerous gags and plenty of his well-known fast action, has turned out a comedy that is excellent entertainment.

Ruth Hiatt is making her first starring appearance in this picture. This star has been playing leads with Lige Conley for the Mermaid company, and was given her starring opportunity in this picture.

"POOR BUTTERFLY" STAR ROSE FROM RANKS OF "EXTRA GIRLS"

Young Leading Lady of Mermaid Comedies Reaches Stardom

(Prepared as advance publicity story)

Ruth Hiatt, formerly leading lady with Lloyd Hamilton and later with Lige Conley in Educational-Mermaid Comedies, has at last reached the goal toward which all leading ladies strive—a starring role. Miss Hiatt will be starred in "Poor Butterfly," an Educational-Mermaid Comedy which will be at the Theatre

Miss Hiatt was first picked from the ranks of extra girls by Lloyd Hamilton who saw in her beauty a valuable asset to his comedies. He was delighted when the former "extra" displayed considerable talent and her roles were increased in importance. Miss Hiatt was next selected by Jack White, the young comedy producer-director, to play leading parts in Mermaid Comedies and now her elevation to stardom comes as a reward for her increased ability and popularity.

Miss Hiatt is a beauty of some renown. She was chosen as "Miss Los Angeles" in the National Beauty Contest held recently in Atlantic City but was unable to take the trip East on account of her film engagements. She was also selected by the "Wampas," a California association of motion picture advertising and publicity men, as one of the coming stars of 1924. Miss Hiatt has vindicated their choice, as she is now a full fledged star.

In "Poor Butterfly," she will be surrounded by a notable cast, including Jay Belasco, Otto Fries, Peggy O'Neill, Jack Lloyd and Jack Ackroyd.

JAY BELASCO IN MERMAID COMEDY

(Prepared as advance publicity story)

Jay Belasco, formerly leading man with Christie Comedies, has joined the Educational-Mermaid organization and will be seen in his first picture with the new concern in "Poor Butterfly," in support of Ruth Hiatt.

Belasco is one of the best known comedians on the screen, having appeared in nearly fifty Christie Comedies. Miss Hiatt, starring in "Poor Butterfly" is also well-known to the movie-going public as she has been seen in support of such comedy stars as Lige Conley and Lloyd Hamilton for the last two years.



RUTH HIATT

and

JAY BELASCO

In a scene from "Poor Butterfly"

For Electro Order No. 3426-E

For Mat (Free) Order No. 3426-M

WINS STAR ROLE BY HER ABILITY

(Prepared as advance publicity story)

Ruth Hiatt, who will be seen in her first starring part in "Poor Butterfly," the Educational-Mermaid Comedy which will be at the Theatre, first appeared in motion pictures about two years ago as leading lady with Lloyd Hamilton and later with Lige Conley. She has won her starring place by virtue of her ability.

Miss Hiatt was born at Cripple Creek, Colorado, and educated at San Diego, California. She is five feet, four inches in height and weighs 120 lbs. She has gray eyes and light brown hair and is a beauty of considerable fame. She was chosen "Miss Los Angeles" for the National Bathing Beauty contest held recently at Atlantic City and more recently was the winner of the prize for beauty at the famous bathing beauty parade at Venice, California.

In "Poor Butterfly" Miss Hiatt will appear as a country girl with her hair combed straight back and garbed in burlesque rustic attire.

"I'LL TELL THE WORLD," SLOGAN OF SUCCESSFUL SHOWMEN WHO ADVERTISE THEIR ENTIRE PRODUCT

"I'll tell the world!"

That's the slogan of the successful showman, for showmanship is telling the world loudly and convincingly what you have to offer.

Records in the picture business are being broken every day. Every trade paper carries stories of some exhibitor who puts over a picture and shatters his former house record. And most of them, if not all of them, do it by some form of advertising. They tell the world in tones that can't be mistaken, that they have a crackerjack show. And the public, which likes to be shown, pays to see.

Every picture can't be a record breaker but you can tell the world about every program you book, in some way or another. You may do it by means of a mailing list or by newspaper advertising, but whatever the means employed you will find that your business and your profits will increase in direct proportion to the

amount of advertising you do.

And you will find that your business will increase in direct proportion to the percentage of your program you advertise. If you advertise only seventy-five per cent of your bill you must be content with seventy-five per cent returns. But if you make your advertising one hundred per cent complete by including the Short Subject, your returns will be limited only by the means employed and your own advertising ability.

The "Ad" cuts furnished on each Educational two-reel comedy can be used in a number of ways in addition to forming a part of your newspaper advertising. Printed in your house program, on your hand-bills and on your window cards they carry their message of excellent entertainment to your prospective patrons.

Get these cuts at your exchange. The electros are sold surprisingly cheap and the mats are free.



One Column by One Inch "Ad" Cut
For Electro Order No. 3427-E
For Mat (Free) Order No. 3427-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3428-E
For Mat (Free) Order No. 3428-M

For Three Column Cut on Page One Order
Electro No. 3429-E Mat (Free) No. 3429-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

"Poor Butterfly"—Two reels of clever comedy with Ruth Hiatt and a big Mermaid cast.

* * *

Ruth Hiatt in her first starring comedy—"Poor Butterfly." It's a real riot of fun.

* * *

A new Mermaid star! Pretty Ruth Hiatt featured in "Poor Butterfly," a side-splitting Mermaid Comedy.

* * *

Ruth Hiatt, Peggy O'Neill, Jay Belasco, Otto Fries and a clever cast in "Poor Butterfly." Two reels of fun.

* * *

A crackerjack Mermaid Comedy with Ruth Hiatt, the prize-winning beauty, in her first starring role. Two reels of fast and clever comedy.

NOV 12 1924

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

Dated at

Washington
Nov 12, 1924

Register of Copyrights,
Library of Congress,
Washington, D. C.

Dear Sir:

The undersigned claimant of copyright in the work herein named,
deposited in the Copyright Office and duly registered for copyright pro-
tection, requests the return to him under the provisions of sections 59 and
60 of the Act of March 4, 1909, of one or both of the deposited copies of the

Wm. H. H. H. entitled *No Fooling*
Poor Butterfly
deposited in the Copyright Office on *11/12/24* and registered
under Class *©CIL 20764 - 65*, XXc., No. *65*

If this request can be granted you are asked and authorized to send
the said copy or copies to me at the following address:

..... or
to
at

Signed

W. H. H. H.
(Claimant of Copyright)

(Sept., 1922—500)

A. S. Smith

Nov. 14 - 245

NOV 17 1924

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